



INSIDE
OUT by CLASS

CAMPAIGN

Trust Is the New Luxury

THE RIGHT CHOICE FOR A SMARTER WARDROBE

WHY A CAMPAIGN? AND WHY NOW?

In a landscape clouded by confusion and lack of transparency, where reliable and clear information about fashion, sustainability, companies, production processes and true quality is hard to find, we feel an urgent need for a campaign centered on values — especially those that are intangible, invisible but measurable, of a wardrobe.

It is crucial to highlight the invisible yet concrete and measurable elements that give real value to a brand, company and product. Only by doing so can we build a new-generation wardrobe — one that is conscious, meaningful and truly authentic.

THE WARDROBE ACCORDING TO C.L.A.S.S.

For C.L.A.S.S., the wardrobe is much more than clothes and accessories: it's the sum of everything we use to take care of ourselves on a daily basis.

Garments, beauty products, fragrances, personal care, home and wellness essentials — every choice tells a story about who we are.

THE NEW
C.L.A.S.S.
CAMPAIGN

INSIDEOUT, INSIDE + OUTSIDE VALUES: THE ESSENCE OF THE NEW-GENERATION WARDROBE

The InsideOut Campaign was created to uncover and share ALL the verifiable values behind a new-generation wardrobe.

“All” means that near the outside values — such as aesthetics, performance, and look & feel — we must also reveal and add the inside, invisible, yet measurable values: ethics, transparency, traceability, social commitment and much more.



Together, these elements narrate the journey and the set of choices that shape the true identity and value of companies and products.

AN
INTEGRATED
VALUE SYSTEM



DECALOGUE OF VALUES

VALUES THAT ALREADY EXIST, BUT GAIN REAL POWER
ONLY WHEN THEY'RE ACKNOWLEDGED AND TURNED
INTO CONSCIOUS EVERYDAY CHOICES

ETHICS

SOCIAL INITIATIVES

TRANSPARENCY & TRACEABILITY

ENVIRONMENT

HEALTH

CIRCULAR ECONOMY INITIATIVES

DESIGN

INGREDIENTS

PRODUCT MAKING

DYEING & FINISHINGS

A NEW GENERATION COMMUNICATION

THE VALUES COME TO LIFE THROUGH ICONS ILLUSTRATED BY ARTIST GIANLUCA CANIZZO

After defining the decatalogue of values, it was essential to choose a language capable of communicating it effectively. Thanks to the work of artist Gianluca Cannizzo, these values have taken shape and come to life through a series of illustrated icons that go beyond verbal definition and enter the realm of immediate perception.



ETHICS



SOCIAL
INITIATIVES



TRANSPARENCY
& TRACEABILITY



ENVIRONMENT



HEALTH



CIRCULAR ECONOMY
INITIATIVES



DESIGN



INGREDIENTS



PRODUCT
MAKING



DYEING &
FINISHING

InsideOut Value System by C.L.A.S.S.

Il tuo guardaroba è all'altezza dei valori in cui credi?

Fai attenzione a **10 valori** quando ti vesti



Usa il **decalogo InsideOut** come riferimento

INSIEME POSSIAMO FARE LA DIFFERENZA.
SCOPRI LA MODA CHE CAMBIA
CON INSIDEOUT BY C.L.A.S.S.



www.classecohub.org



InsideOut Value System by C.L.A.S.S.

Does what you wear show what you believe in?

Mind **10 values** when you get dressed



Use the **InsideOut decalogue** as a reference

TOGETHER WE CAN MAKE A DIFFERENCE.
DISCOVER THE FASHION THAT'S CHANGING
FROM THE INSIDEOUT BY C.L.A.S.S.



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The InsideOut Decalogue of Values, narrates – through the icons designed by artist Gianluca Cannizzo – the journey and the set of choices that shape the true identity and value of companies and products.

Starting from icons, the Rome-based creative agency Cultur-e brought to life the visual identity of the InsideOut by C.L.A.S.S. campaign, which officially launched on social media on November 26.

VISUAL CAMPAIGN

InsideOut Value System by C.L.A.S.S.

Il rispetto sarà sempre di moda

Uguaglianza, dignità, impatto consapevole.
Così la moda può operare con **integrità** verso le persone e la natura, esaltando i propri valori.



ETHICS

SCOPRI LA MODA CHE CAMBIA CON INSIDEOUT BY C.L.A.S.S.

www.classcohub.org

PROMOSSO DA: INSIDE OUT, CLASS

CON IL PATROCINIO DI: Regione Lombardia, Comune di Milano, Camera Nazionale della Moda Italiana, CONFINDUSTRIA MODA, CSM, r'én

MEDIA PARTNER: LIFEGATE, SYMBOLA, Slow Fiber, Confartigianato

InsideOut Value System by C.L.A.S.S.

Respect will never go out of style

Equality, dignity, mindful impact. This is fashion built on **integrity**, for people and for the planet, reflecting what you value.



ETHICS

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InsideOut Value System by C.L.A.S.S.

Insieme è un posto migliore

Le tue azioni promuovono il benessere collettivo.
Ogni impresa che genera valore per le persone, le realtà e i luoghi in cui opera fa del bene anche a se stessa.



SOCIAL INITIATIVES

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InsideOut Value System by C.L.A.S.S.

Together is a better place

Every choice shapes our wellbeing.
Any business that creates value for people, communities, and local territories ultimately benefits itself as well.



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InsideOut Value System by C.L.A.S.S.

La trasparenza non è un'opzione

Rendere **visibili i processi e le filiere** costruisce fiducia. Dalle materie prime al guardaroba, ogni passaggio documentato impone e permette **scelte consapevoli**.



SCOPRI LA MODA CHE CAMBIA CON INSIDEOUT BY C.L.A.S.S.



www.classcohub.org

PROMOSSO DA



CON IL PATROCINIO DI



MEDIA PARTNER

LIFEGATE



InsideOut Value System by C.L.A.S.S.

Transparency is not an option

Visible processes and supply chains build trust. From raw materials to wardrobes, each documented step leads to more **informed choices**.



DISCOVER THE FASHION THAT'S CHANGING FROM THE INSIDEOUT BY C.L.A.S.S.



www.classcohub.org

PROMOTED BY



UNDER THE PATRONAGE OF



MEDIA PARTNER

LIFEGATE



InsideOut Value System by C.L.A.S.S.

Leave a mark. Not a footprint

From people to the environment, from the oceans to animals: every choice we make should **protect the planet**.



DISCOVER THE FASHION THAT'S CHANGING FROM THE INSIDEOUT BY C.L.A.S.S.



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PROMOTED BY



UNDER THE PATRONAGE OF



MEDIA PARTNER

LIFEGATE



InsideOut Value System by C.L.A.S.S.

Lascia il segno. Non l'impronta

Dalle persone all'ambiente, dagli oceani agli animali: ogni nostra scelta deve **proteggere il pianeta**.



SCOPRI LA MODA CHE CAMBIA CON INSIDEOUT BY C.L.A.S.S.



www.classcohub.org

PROMOSSO DA



CON IL PATROCINIO DI



MEDIA PARTNER

LIFEGATE



InsideOut Value System by C.L.A.S.S.

Se fa bene, ti sta meglio

I marchi che danno priorità alla salute e ai diritti selezionano **materiali e processi sicuri**, riducono al minimo l'impatto e **tutelano le persone**, in ogni fase della filiera.



HEALTH

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InsideOut Value System by C.L.A.S.S.

The right thing fits you best

Brands that put health and rights first choose **safe materials and processes**, reduce their impact and **safeguard everyone** involved.



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InsideOut Value System by C.L.A.S.S.

Move in virtuous circles

Less waste, more responsibility. **Circular fashion** extends the lifespan of materials. **Recycle, repair, reuse and regenerate:** help the end of a product become a new beginning.



CIRCULAR ECONOMY INITIATIVES

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InsideOut Value System by C.L.A.S.S.

Creiamo circoli virtuosi

Meno rifiuti, più responsabilità. La **moda circolare** allunga il ciclo di vita dei materiali. **Ricicla, ripara, riusa e rigenera:** così ogni prodotto conosce un nuovo, energetico inizio.



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InsideOut Value System by C.L.A.S.S.

Green by design

Upcycling, second hand, artigianato, creazioni high-tech, progettazione consapevole: la **creatività** è l'**alleata più potente** della transizione.



DESIGN

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InsideOut Value System by C.L.A.S.S.

Green by design

Upcycling, second hand, innovation, and mindful design: **creativity** is the most **powerful ally** of sustainability.



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InsideOut Value System by C.L.A.S.S.

Materials that matter

Support brands that choose **responsible materials** from **traceable sources** with minimal impact.



INGREDIENTS

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InsideOut Value System by C.L.A.S.S.

Impariamo le buone materie

Favorisci brand che selezionano **materiali rispettosi**, provenienti da **fonti responsabili, tracciabili** e a ridotto impatto ambientale.



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InsideOut Value System by C.L.A.S.S.

La manifattura dà una mano

L'approvvigionamento responsabile e l'uso efficiente delle risorse portano a grandi risultati se accompagnati da scelte mirate in fase di produzione.



PRODUCT MAKING

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MEDIA PARTNER: LIFEGATE, SYMBOLA, Slow Fiber, Ecofinishing

InsideOut Value System by C.L.A.S.S.

Manufacturing makes the difference

Responsible sourcing and the efficient use of resources deliver the best results when the right choices are made during production.



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InsideOut Value System by C.L.A.S.S.

La sostenibilità ha colori meravigliosi

Tecniche di tintura e finissaggio sostenibili riducono il consumo di acqua, l'uso di agenti chimici, l'impronta sull'ambiente, promuovendo il rispetto e la salute delle persone.



DYEING & FINISHINGS

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InsideOut Value System by C.L.A.S.S.

Sustainability looks beautiful

Sustainable dyeing and finishing techniques reduce water consumption, chemicals, and environmental impact fostering health and respect. Deeds not words.



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THE CAMPAIGN:
INSIDEOUT BY CLASS — TRUST IS THE NEW LUXURY



WHAT IS IT?

InsideOut by C.L.A.S.S. – Trust Is the New Luxury is a social campaign designed to raise awareness, inform, and build a new culture rooted in the values and quality of our wardrobe. Values that might be invisible to the eye, yet essential in guiding our choices.

A quality shaped by a bond with local territories, by a culture of craftsmanship and “savoir-faire”, and by the ability to build a development model that responds to the increasingly demanding expectations of global consumers: transparency, traceability and authenticity.



5 OBJECTIVES

**THE INSIDEOUT BY C.L.A.S.S. CAMPAIGN IS BUILT
AROUND FIVE KEY OBJECTIVES:**

1. **Raising consumer awareness:** increasing knowledge and understanding of values such as transparency, ethics, traceability, social engagement and sustainability in wardrobe production.
2. **Enhancing companies' value:** participating businesses see their measurable values recognised – both the visible ones (look, performance and style) and the invisible ones (ethics and social responsibility).
3. **Strengthening the supply chain:** the campaign promotes shared communication along the entire production chain, highlighting responsible and sustainable practices.
4. **Creating social and communication content:** articles, videos, posts, events and educational materials that narrate the stories and values behind companies and their products.
5. **Ensuring transparency and documented traceability:** reports, certifications and verifiable data that make tangible the values declared.

InsideOut by C.L.A.S.S. – Trust Is the New Luxury was launched during an event supported by the patronage of British Chamber of Commerce for Italy, Camera Nazionale della Moda Italiana, Camera Showroom Milano, Comune di Milano, Confartigianato Moda, Confindustria Moda, FILO, Fondazione Symbola, Milano Unica, Piattaforma Sistema Formativo Moda, Regione Lombardia, Rén Collective and Slow Fiber.

Media Partner: LifeGate

LAUNCH EVENT PATRONAGES



MEDIA PARTNER

LIFEGATE

**PATRONAGE &
MEDIA PARTNERS**



**THANK YOU.
LET'S MAKE THE DIFFERENCE
TOGETHER!**

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THE RIGHT CHOICE FOR A SMARTER WARDROBE